



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2003 VOLUME XI

A Digest of Statistical Information on the Nevada Tourism Industry



Governor
Kenny C. Guinn

Lt. Governor • Chair
Lorraine T. Hunt

Nevada Commission on Tourism

Commissioners

Chris Barnbeck
Jeff B. Beckelman
Manuel J. Cortez
Van V. Heffner
Irwin Kishner
John F. Marz
Punam Mathur
Ray Pearson
Chuck Scharer
Ferenc Szony

Executive Director

Bruce C. Bommaritoo

A Quarterly Report Published by :
Nevada Commission on Tourism

Research and Analysis

David Peterson

Graphic Designer

Margie Enlow

Address

401 North Carson Street
Carson City, NV 89701

Phone

775.687.4322
800.237.0774

Fax

775.687.6779

Website

www.travelnevada.com



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2002	2003	PERCENT CHANGE
January	3,661,790	3,932,104	7.4%
February	3,807,479	3,785,986	(0.6%)
March	4,447,459	4,159,209	(6.5%)
April	4,113,429	3,994,373	(2.9%)
May	4,159,915	4,173,448	0.3%
June	4,054,804	4,092,173	0.9%
July	4,146,569	4,327,012	4.4%
August	4,412,064	4,452,907	0.9%
September	3,838,603	3,950,159	2.9%
October	4,104,048	4,230,163	3.1%
November	3,796,056	3,810,779	0.4%
December	3,568,410	3,694,924	3.5%
TOTAL	48,110,624	48,603,237	1.0%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	8,464,123	8,733,690	3.2%
Laughlin	953,265	938,980	(1.5%)
Mesquite	393,225	387,087	(1.6%)
Washoe County	1,111,781	1,117,258	0.5%
All other counties	546,120	558,851	2.3%
TOTAL (State)	11,468,514	11,735,866	2.3%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2002	2003	PERCENT CHANGE
January	563,392	947,106*	68.1%
February	733,774	803,504	9.5%
March	755,760	658,327	(12.9%)
April	526,828	426,082	(19.1%)
May	469,045	465,798	(0.7%)
June	488,784	487,190	(0.3%)
July	195,915	308,668	57.6%
August	500,729	609,718	21.8%
September	310,270	336,435	8.4%
October	451,498	620,304	37.4%
November	620,829	561,819	(9.5%)
December	143,724	177,543	23.5%
TOTAL	5,760,548	6,402,494	11.1%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	1,036,089	1,188,103	14.7%
Laughlin	50,298	48,065	(4.4%)
Washoe County	43,184	41,280	(4.4%)
All other counties	86,480	82,218	(4.9%)
TOTAL (State)	1,216,051	1,359,666	11.8%

*WIBC took place in January 2003 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2002	2003	NET CHANGE
January	71.6%	76.4%	4.8
February	82.0%	81.8%	(0.2)
March	86.6%	81.3%	(5.3)
April	83.2%	81.3%	(1.9)
May	81.5%	82.1%	0.6
June	82.8%	83.6%	0.8
July	81.8%	85.3%	3.5
August	86.5%	87.5%	1.0
September	78.0%	80.4%	2.4
October	81.1%	83.3%	2.2
November	75.8%	76.3%	0.5
December	69.5%	71.0%	1.5
MONTHLY AVG	80.0%	80.8%	0.8

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	NET CHANGE
Clark County:			
Las Vegas	80.3%	82.1%	1.8
Laughlin	75.0%	74.0%	(1.0)
Mesquite	81.5%	76.7%	(4.8)
Lake Tahoe*	71.0%	70.2%	(0.8)
Washoe County	59.6%	60.2%	0.6
All other counties	51.6%	51.4%	(0.2)
QUARTER AVG (State)	75.5%	76.8%	1.3

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Nights Occupied

The number of room nights occupied.

MONTH	2002	2003	PERCENT CHANGE
January	3,862,802	4,152,083	7.5%
February	4,007,356	4,023,372	0.4%
March	4,681,463	4,430,648	(5.4%)
April	4,361,713	4,288,131	(1.7%)
May	4,412,565	4,472,809	1.4%
June	4,341,306	4,443,684	2.4%
July	4,442,226	4,676,487	5.3%
August	4,691,995	4,792,408	2.1%
September	4,099,179	4,273,661	4.3%
October	4,403,445	4,552,951	3.4%
November	3,981,415	4,050,656	1.7%
December	3,778,678	3,939,737	4.3%
TOTAL	51,064,143	52,096,628	2.0%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	9,362,760	9,766,781	4.3%
Laughlin	746,731	736,054	(1.4%)
Mesquite	206,888	206,628	(0.1%)
Lake Tahoe*	155,027	153,164	(1.2%)
Washoe County	1,133,412	1,134,898	0.1%
All other counties	558,721	545,819	(2.3%)
TOTAL (State)	12,163,539	12,543,344	3.1%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2002	2003	PERCENT CHANGE
January	174,072	175,331	0.7%
February	174,434	175,749	0.8%
March	174,379	175,898	0.9%
April	174,697	175,851	0.7%
May	174,731	175,774	0.6%
June	174,862	177,103	1.3%
July	175,094	176,788	1.0%
August	174,968	176,775	1.0%
September	175,191	177,080	1.1%
October	175,065	176,409	0.8%
November	175,156	177,044	1.1%
December	175,383	178,893	2.0%
END OF PERIOD	175,383	178,893	2.0%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	126,787	130,482	2.9%
Laughlin	10,817	10,817	0.0%
Mesquite	2,783	2,894	4.0%
Lake Tahoe*	2,374	2,370	(0.2%)
Washoe County	20,848	20,777	(0.3%)
All other counties	11,774	11,553	(1.9%)
END OF PERIOD (State)	175,383	178,893	2.0%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2003.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2002	2003	PERCENT CHANGE
January	\$802,841	\$925,652	15.3%
February	696,849	723,136	3.8%
March	780,666	975,784	25.0%
April	922,877	998,601	8.2%
May	1,181,086	1,124,931	(4.8%)
June	1,037,548	1,040,565	0.3%
July	1,128,249	1,110,553	(1.6%)
August	978,295	962,678	(1.6%)
September	907,765	1,015,070	11.8%
October	1,039,372	1,127,467	8.5%
November	961,018	1,035,542	7.8%
December	1,071,785	1,137,339	6.1%
TOTAL	\$11,508,350	\$12,177,318	5.8%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County	\$2,595,467	\$2,831,340	9.1%
Washoe County	297,793	294,482	(1.1%)
Douglas County*	87,432	81,003	(7.4%)
Elko County	37,222	40,554	9.0%
Carson City	14,069	14,320	1.8%
All other counties	40,191	38,649	(3.8%)
TOTAL (State)	\$3,072,175	\$3,300,348	7.4%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2002	2003	PERCENT CHANGE
January	\$765,861,000	\$844,562,000	10.3%
February	752,758,000	756,139,000	0.4%
March	807,239,000	834,663,000	3.4%
April	799,587,000	744,620,000	(6.9%)
May	838,925,000	805,698,000	(4.0%)
June	714,352,000	809,187,000	13.3%
July	804,345,000	825,477,000	2.6%
August	839,525,000	813,625,000	(3.1%)
September	809,959,000	841,540,000	3.9%
October	807,222,000	819,473,000	1.5%
November	732,338,000	763,732,000	4.3%
December	775,231,000	767,315,000	(1.0%)
TOTAL	\$9,447,342,000	\$9,626,031,000	1.9%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:	\$1,889,431,000	\$1,930,965,000	2.2%
Strip	1,149,434,000	1,175,409,000	2.3%
Downtown	160,661,000	158,580,000	(1.3%)
Laughlin	130,886,000	132,490,000	1.2%
Mesquite	26,533,000	27,978,000	5.4%
County balance	421,917,000	436,508,000	3.5%
Washoe County	243,912,000	235,767,000	(3.3%)
Lake Tahoe*	73,613,000	76,387,000	3.8%
Elko County	53,816,000	50,031,000	(7.0%)
Carson Valley Area	24,077,000	25,511,000	6.0%
All other counties	29,942,000	31,859,000	6.4%
TOTAL (State)	\$2,314,791,000	\$2,350,520,000	1.5%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2002	2003	PERCENT CHANGE
January	2,903,793	3,228,902	11.2%
February	3,014,615	3,125,471	3.7%
March	3,684,870	3,587,422	(2.6%)
April	3,377,060	3,307,726	(2.1%)
May	3,451,119	3,455,353	0.1%
June	3,467,149	3,570,039	3.0%
July	3,539,693	3,768,448	6.5%
August	3,753,345	3,764,074	0.3%
September	3,269,814	3,417,084	4.5%
October	3,563,399	3,708,376	4.1%
November	3,105,815	3,402,428	9.6%
December	3,129,301	3,363,963	7.5%
TOTAL	40,259,973	41,699,286	3.6%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
McCarran Int. (Las Vegas)	8,542,343	9,155,958	7.2%
Reno/Tahoe Int.	1,055,789	1,105,985	4.8%
North Las Vegas	99,385	122,591	23.3%
Laughlin/Bullhead Int.	47,064	40,019	(15.0%)
Elko Airport	39,558	36,800	(7.0%)
Henderson Exec. Airport	14,376	13,414	(6.7%)
TOTAL (State)	9,798,515	10,474,767	6.9%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2002	2003	PERCENT CHANGE
January	2,083,544	1,294,131*†‡	(37.9%)
February	2,138,887	1,504,901‡	(29.6%)
March	2,463,543	1,730,333†‡	(29.8%)
April	2,453,080	1,672,110†‡	(31.8%)
May	2,665,460	1,992,927†‡	(25.2%)
June	2,766,487	2,152,049†‡	(22.2%)
July	2,915,015	2,348,245†‡	(19.4%)
August	3,161,516	2,845,157†‡	(10.0%)
September	2,577,048	2,422,030†‡	(6.0%)
October	2,507,870	2,447,412†‡	(2.4%)
November	2,280,523	2,197,551†‡	(3.6%)
December	1,599,558*	2,316,728	44.8%
TOTAL	29,612,531	24,923,574	(15.8%)

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
I-15 at Primm/Jean	1,076,710*	1,729,737	60.7%
I-15 at Mesquite	968,730	973,336	0.5%
I-80 at Verdi	1,200,996	1,207,369	0.5%
I-80 at Wells	146,147	99,326†‡	(32.0%)
All other entry points	2,995,368	2,951,923‡	(1.5%)
TOTAL (State)	6,387,951*	6,961,691	9.0%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Primm/Jean, the traffic totals for December 2002 and part of January 2003 do not contain any data.

†Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through November 2003 do not contain any data.

‡Due to road construction and counter failures, various other entry point traffic totals for January through November 2003 do not contain any data.

Park Usage

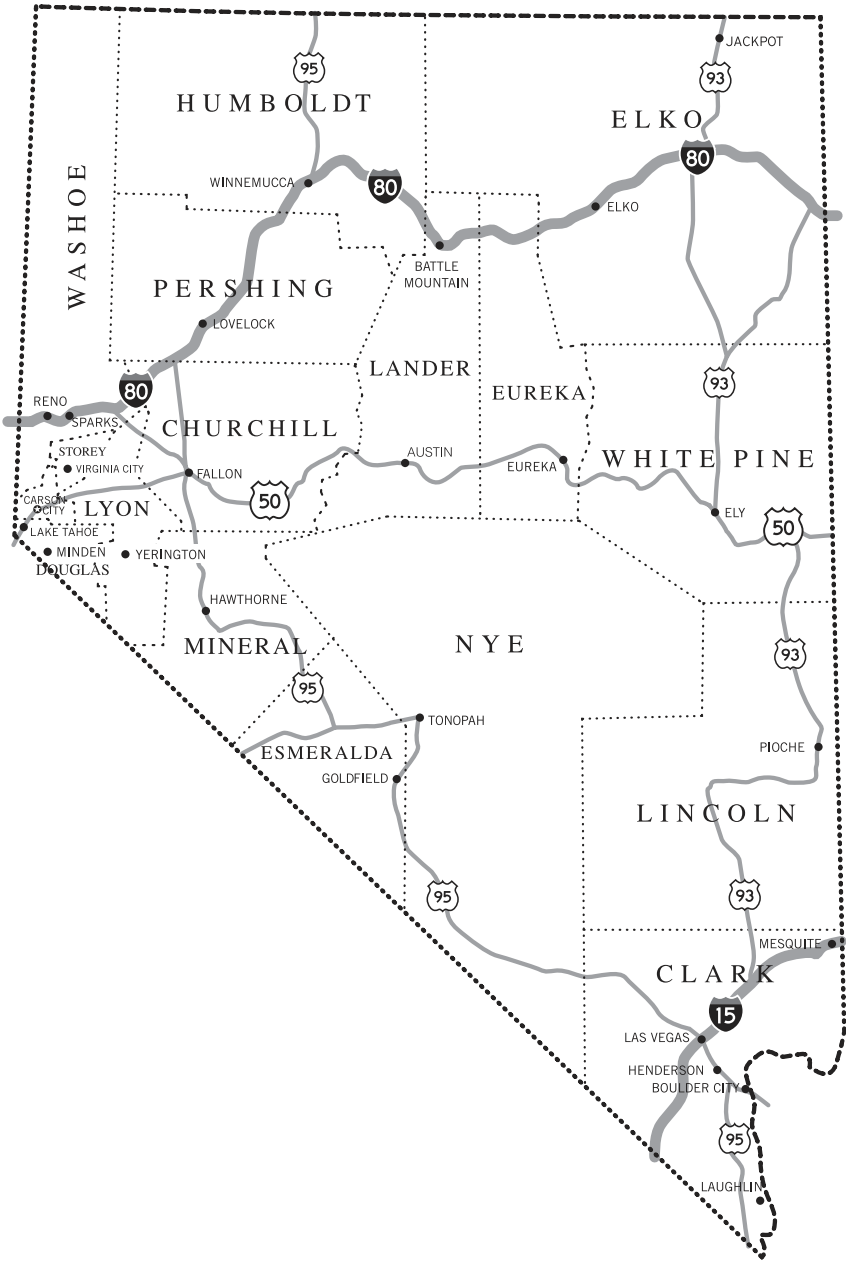
The number of people visiting state and nearby national parks.

MONTH	2002	2003	PERCENT CHANGE
January	1,175,009	1,313,102	11.8%
February	1,267,400	1,233,561	(2.7%)
March	1,699,738	1,622,912	(4.5%)
April	2,291,663	2,043,653	(10.8%)
May	2,518,586	2,609,866	3.6%
June	2,905,172	3,124,006	7.5%
July	3,243,532	3,311,946	2.1%
August	3,324,670	3,440,593	3.5%
September	2,630,568	2,628,355	(0.1%)
October	2,076,567	2,160,491	4.0%
November	1,320,066	1,323,412	0.3%
December	1,118,913	1,120,226	0.1%
TOTAL	25,571,884	25,932,123	1.4%

Fourth Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Nevada State Parks	443,754	451,972	1.9%
Great Basin Nat. Park	9,008	10,565	17.3%
Lake Mead Nat. Rec. Area	1,425,948	1,515,176	6.3%
Hoover Dam Visitor Center	193,563	211,057	9.0%
Red Rock Canyon	189,307	192,704	1.8%
Grand Canyon Nat. Park	778,791	804,467	3.3%
Zion Nat. Park	423,971	430,786	1.6%
Bryce Canyon Nat. Park	234,591	241,506	2.9%
Death Valley Nat. Park	230,675	159,824	(30.7%)
Yosemite Nat. Park	585,938	586,072	0.0%
TOTAL (All Parks)	4,515,546	4,604,129	2.0%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2002 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brougher Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org